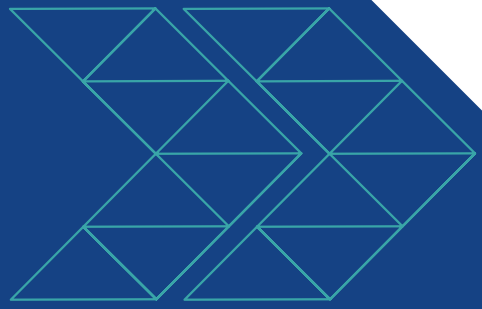
nimlok
engaging exhibition stands

DELIVERING EXHIBITING ROI



EXHIBITION STANDS | VISITOR ENGAGEMENT | CREATIVE CONTENT | INTERIOR SPACES | TRAINING

EVIDEN
EVIDEN
EVIDEN
EVIDEN
Digital Mission Advantage
Digital Mission Advantage
Eviden works with key partners to build on current military investments, delivering digital capabilities quickly that are secure, scalable, interoperable and future-proof.
an atos business
TELEDYNE

UNLOCK YOUR FULL EXHIBITING POTENTIAL

BESPOKE HIRE

Our unique formula blends hired framework, lighting, AV and architectural features with custom details and graphics for more impact, flexibility and value.

Stunning and unique designs that increase ROI with lower environmental impact, come from our extensive hire inventory that enables truly custom designs without the big upfront investment or long-term commitment. Get into your new look sooner with Bespoke Hire.

ENGAGEMENT TOOLS

Our bespoke engagement tools create unique brand-specific games and interactions to increase footfall, spark conversations, capture data and elevate your team's performance. Leveraging our software and engineering expertise, we create tools that vividly bring your product or service to life, enhancing your exhibiting ROI.

Our engagement tools are crafted to provide your team with a meaningful segue into serious conversations and leave your visitors with a memorable experience that will bolster post-event recall and follow-up success.

STAND ANALYSIS

Our analytics technology unlocks another valuable ROI metric for our results-orientated clients. Digital sensors capture footfall data, including volume and dwell time on the stand. At the same time, heatmap visualisation offers additional metrics for exhibitors to evaluate the success of an event and the performance of their stand.

This additional insight helps exhibitors to benchmark shows, assess team performance and make insightful decisions for future stand layouts, product placements and more.

STAND STAFF TRAINING

The most significant factor impacting exhibiting ROI is your team's performance. Exhibiting is an infrequent activity that requires them to operate and sell very differently. Our tailored training workshops empower your team with the mindset, confidence, skills, and techniques for maximum results.

Each workshop is adapted to your market and sales process, including pre-session interviews. Our training is grounded in first-hand experience from our own exhibiting activity.

EXPERIENCE THE NIMLOK DIFFERENCE

AWARD-WINNING EXHIBITION EXPERTS

Discover a winning formula with Nimlok, where we don't just design and build stands; we craft captivating exhibition experiences that leave a lasting impact on your visitors. Our unique approach combines bespoke hire stands with compelling engagement tools that require less investment than traditional custom alternatives whilst delivering more.

At Nimlok, elevating your return on investment from exhibitions and events is our top priority. Whether you aim to generate new leads, enhance brand visibility, entertain clients, showcase products or boost media coverage, our experienced team is committed to helping you achieve your objectives.

With a legacy of over 54 years, your investment in events and exhibitions is in safe hands. From design, through to installation, our 75+ strong team operates from the most comprehensive production facility in the industry: delivering a reliable and seamless exhibiting experience for ambitious exhibitors and results oriented marketers.

ESSA | Member

54+YEARS

HELPING EXHIBITORS ACHIEVE MORE

250+ **PROJECTS PER YEAR**

STATE OF THE ART

55,000 sq ft FACILITY

A GROWING TEAM OF OVER 75

EXPERTS INCLUDING **DESIGNERS, DEVELOPERS, CARPENTERS, AV TECHNICIANS** AND MORE

ELEVATE AUDIENCE ENGAGEMENT

In a bustling exhibition hall surrounded by rival propositions competing for attention, your team are going to need more than just a stunning stand to gain the competitive edge. Harnessing the power of unique on-stand engagement tools will drive footfall, initiate more meaningful conversations, capture data and drive your team's overall performance.

Nimlok's in-house team of interactive developers, combined with our engineering and AV expertise, empowers us to craft unique tools that align with your proposition.

Our "**phygital**" philosophy sees us integrate a wide range of sensors, interfaces, buttons and technology to create intriguing experiences specifically for live events, brand activations and exhibitions.

Unlike random gimmicks that often draw the wrong crowd, our engagement tools are designed to provide your team with a meaningful segue into serious conversations and leave your visitors with a memorable experience that will bolster post-event recall and follow-up success.

SPARK CONVERSATIONS & DELIVER MEMORABLE EXPERIENCES

FIND OUT MORE

BRING YOUR STAND TO LIFE

BRAND & GO, CUSTOMISABLE & FULLY BESPOKE ENGAGEMENT TOOLS, TO SUIT ALL BUDGETS

Nimlok's extensive back catalogue of engagement tools often enables us to call upon modules of our development work that present options to brand & go or that can be modified or blended with a new concept, content and hardware integrations.

This often means a lower investment than our fully bespoke tools and opens up the advantages of engagement tools to those who may have previously considered them out of reach.

All engagement tools are available independently of stand projects and are often deployed for brands globally. Many stand-alone solutions are provided as software that can be downloaded anywhere or plug-and-play phygital kits that can be delivered to events worldwide. Support options can include our AV technician's onsite or remote support and training for your team, so Nimlok's engagement tools can help drive your performance wherever you exhibit.

Examples of our popular engagement tools include:

- **INTELLIGENT SURVEYS**
- **RESPONSIVE DEVICES**
- **RECIPROCAL REWARDS**
- **EXPERIENTIAL TOOLS**
- **MULTI-PARTICIPATION**

ENGAGEMENT BENEFITS

FOR YOUR EXHIBITING CAMPAIGN

ENHANCED LEAD CAPTURE

Engagement tools facilitate efficient lead capture through a multitude of technologies from touchscreen, keyboard, user's own device and more. Data is securely stored in our cloud portal and is easily accessible to retrieve and import into your CRM.

DRIVE FOOTFALL

Engagement tools create curiosity and captivate delegates, increasing traffic to your stand whilst enhancing their understanding and interest in your brand.

START MEANINGFUL CONVERSATIONS

Engagement tools are crafted to be relevant to your product or service providing your team with a meaningful segue into serious conversations.

MEMORABLE BRAND EXPERIENCE

Our engagement solutions are distinctive and unique, ensuring they leave a lasting impression. This is crucial for the success of your follow-up campaigns and sales interactions. With our engagement tools, your team will frequently hear, "Yes, I remember you!"

BRAND VISIBILITY

Actions speak louder than words, logos, or copy! Express what you stand for with engagement tools crafted to deliver unique interactions that reflect your brand.

REVOLUTIONISE YOUR EVENT ENGAGEMENT WITH **CONNECT**

TURNING YOUR AUDIENCE'S SMARTPHONE INTO AN INTERACTIVE GAMING CONTROLLER

CONNECT is Nimlok's proprietary multi-player gaming platform designed to support multiple participants simultaneously. This innovative approach transforms on-stand engagement by enabling visitors to use their own devices to participate in bespoke games, quizzes or challenges head to head.

Games are navigable via on-screen buttons or the phone's gyroscopic sensors, enabling intuitive control of onscreen avatars.

CONNECT has options for brand & go, customisable or fully bespoke interactions. With a back catalogue of adaptable games that can be personalised with new branding, sector-specific backgrounds, icons, and avatars, CONNECT offers a sophisticated on-brand multiplayer engagement tool.

How it works:

1. Visitors scan a QR code which will transport them immediately into the action.
2. Each player's data is captured before gameplay, this can be personalised based on your requirements, in a secure GDPR compliant way.
3. Visitors use their device as a controller and engage with the game displayed on a large screen within a branded experience related to your unique message or campaign.
4. Data captured in real-time allows for prompt post-show follow-up with all participants, and scores are displayed on a digital leaderboard after gameplay.

> EFFORTLESS SCAN TO PLAY!

FIND OUT MORE

SUSTAINABLE STANDS

NIMLOK BESPOKE HIRE

Our Bespoke Hire formula approaches custom design and build differently. We focus on prioritising sustainable solutions by carefully blending hired framework, lighting, AV and architectural features with custom details and graphics that combine to deliver more impact, flexibility and value.

We help our customers save money by reducing single-use materials. Typically, **80%** of the stand architecture is hired, whilst the remaining **20%** includes custom details and unique graphics, which can all be stored for future use. Through Nimlok's innovative formula, customers can often enhance their exhibition presence earlier than planned while enjoying a superior ROI.

Our hire inventory is continually updated to incorporate the latest innovations and design trends. We continue to expand our hire inventory adding new innovations and stand features.

Nimlok's formula also reduces freight volumes and provides exceptional speed and efficiency of build, all contributing to the value and sustainability pillars on which our formula was conceived.

LESS UNIQUE FABRICATION
= FAST TURNAROUND,
VALUE & FLEXIBILITY

UNIQUE DESIGN

CUSTOM FEATURES

GRAPHICS & CONTENT

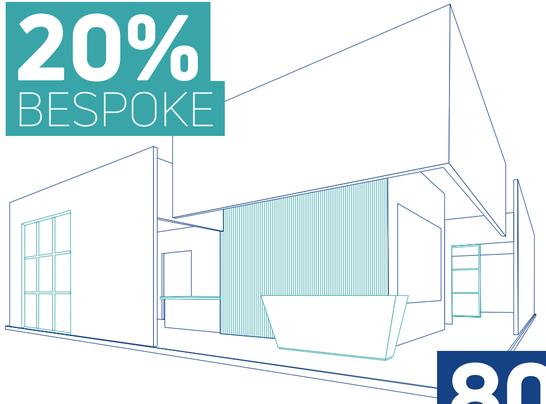
BESPOKE

STAND STRUCTURE

COUNTERS KIOSKS & PLINTHS

FLOORING, LIGHTING & AV

HIRE



BEAUTIFULLY DESIGNED STANDS THAT COST LESS THAN TRADITIONAL CUSTOM DESIGN & BUILD

DAXOCOY
Selfie!

Freemarket

SHOWROOM COLLECTION
in sink erator
in sink erator
in sink erator
in sink erator
innovation

Simplify Life™ with Omnipod®
omnipod
simplify life
3 Simple Steps
Virtually pain-free insulin delivery™
1: Fill
2: Apply
3: Start
Medical Information
Always adjustin
so you don't have
omnipod
omnipod dash

BREAK FREE FROM THE MUNDANE & UNLOCK THE TRUE POWER OF YOUR BRAND WITH OUR SUSTAINABLE, BESPOKE HIRE STANDS

CREATIVE CONTENT

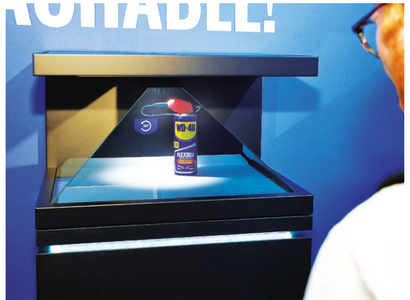
GRAPHIC DESIGN, INTERACTIVE MEDIA & ANIMATION

Our in-house graphic design specialists are ready to tell your story with captivating creative content. Leverage their specific expertise in designing for your live audiences to make sure you stand out from the sea of competing messages in the exhibition hall.

From large format graphics to compelling showreels and animations, our team will work with you to develop effective assets for all your events. Specialist skills for holographic and Augmented Reality (AR) content creation add further dimensions and possibilities to your storytelling toolkit.

OUR CREATIVE TEAM ARE READY TO HELP BRING YOUR IDEAS TO LIFE

Stronger societies
Leading the call to help our profession build inclusive, responsible and sustainable organisations.



GLOBAL CAPABILITIES

WORLDWIDE SUPPORT FOR YOUR EXHIBITING SUCCESS

Beyond Nimlok's UK facility, boasting the most comprehensive resources under one roof, we also have capabilities overseas to support your exhibiting programme wherever it takes you.

In **Europe**, we have support teams and storage facilities located in Germany and Italy to enable cost-effective delivery of UK originated projects across Europe.

In the **US**, we have extensive production and hire inventory in Chicago. We also have a UK based PM dedicated to US project delivery that's coupled with our membership of a US labour cooperative, giving us Nimlok trained union crew throughout the country.

In **Australia**, we have local production, storage and crew located in Sydney.

For exhibitions elsewhere in the world, where fabrication from our UK, US or Australian bases doesn't make economical or practical sense, we manage the delivery of your stand through trusted local fabricators. With extensive experience in the **UAE, Saudi Arabia, South Africa, Korea, Singapore, China, Japan** and **India**, there are few places we can't help! When delivering in these locations we only work with trusted partners who we have visited and vetted to ensure the highest local standards of quality, safety and professionalism.

CASE STUDY
EVIDEN

THE BRIEF

Eviden, a new brand, within the Atos Group, chose DSEI as the stage for their new brand launch where they booked their largest ever space.

OUR RESPONSE

Based upon Eviden's objectives and tight timescales Nimlok created a master scheme for the 140sqm space that would enable the overarching structure to proceed, whilst providing time to creatively develop the content for the four separate experience rooms.

Each experience room included captivating tunnel entrances with LED strip screens showcasing animated title text. One of the feature rooms illustrated Eviden's work in military medical records. Nimlok's response was to develop a phygital timeline of the military records of recruits across their career, with the content navigated by a physical dial making it more tactile, fluid and intriguing.

The high impact rigging featured angled logos for enhanced brand visibility and symbolic rope lighting representing the "digital mesh" terminology used in defence technology.

As the primary engagement tool, Nimlok proposed a prominent centrepiece "bird table". This engagement solution enabled visitors to move a puck across a battlefield map with a rake which then triggered hotspots initiating a personalised approach to consuming relevant and meaningful content on the display screens. This dynamic feature enabled the Eviden team to demonstrate their technology solutions across different aspects of the modern battlefield and encourage visitors to explore and broaden their understanding of Eviden's technological reach.

The exhibition stand also featured a central hospitality bar equipped with a customised version of Nimlok's Smart Serve technology allowing the brand to deliver a personalised experience for the visitor whilst collecting their data.

PROJECT OVERVIEW

STAND SIZE

XL
140SQM

LOCATION

LONDON

FREQUENCY

BIANNUAL

OBJECTIVES

BRAND

ENGAGEMENT

ENGAGEMENT

EVENT:
DSEI

EVIDEN

CASE STUDY
GEORGE DAVIES TURF

THE BRIEF

Nimlok were tasked with reaffirming George Davies Turf (GDT) as the leading turf supplier in their region through a comprehensive rebranding exercise culminating in a new exhibition stand design to be revealed at the FutureScape event.

After an initial strategy session with the GDT team, some key action points were identified to modernise the brand while retaining their trusted reputation and to create a tagline to accompany the new logo, clearly defining GDT's landscaper endorsement.

OUR RESPONSE

Our in-house graphic designers created a bold, modern look and crafted the new tagline, "The Landscaper's Choice". A comprehensive brand guidelines document was designed along with a variety of creative concepts for marketing collateral and vehicle livery.

The exhibition stand at FutureScape offered the perfect opportunity to raise awareness of the new brand with impactful graphics and compelling engagement tools to attract visitors and capture data. We implemented a "roll of fortune" game using a gameshow-style button to spin the digital wheel for the chance to win a landscaper's measuring tool.

PROJECT OVERVIEW

STAND SIZE
18SQM

LOCATION
LONDON

FREQUENCY
ANNUAL

OBJECTIVES
SALES LEADS

OBJECTIVES
BRAND

ENGAGEMENT

GEORGE DAVIES TURF
The Landscaper's Choice

CASE STUDY
PANDROL

THE BRIEF

Pandrol needed an impactful way to showcase their solutions designed to reduce railway track noise and vibration at Europe's largest rail event in Berlin.

OUR RESPONSE

Nimlok created a unique 4D experience that delivered key messages in a fun and memorable format. Animated graphics and audio were triggered by a remote control train model as it passed over hotspots on the model track. This was enhanced by a vibrating floor platform triggered at the same time. This blend of activity, content and physical interaction created huge intrigue, delivered a memorable experience and helped to explain technology that was otherwise difficult to demonstrate in an exhibition hall.

To further engage visitors, a bespoke Pandrol branded interactive button activated quiz was deployed. Delegates had the option to route their train into a high or low-risk area and were then presented with a question related to the rail industry that impacted their hypothetical journey time. This informative engagement tool educated visitors and increased dwell time around some of Pandrol's key messages.

The vast 450sqm exhibition stand reflected Pandrol's brand identity with a contemporary, clean look. High level rigging, separate hospitality and glazed meeting rooms ensured the stand facilitated client meetings in style.

PROJECT OVERVIEW

STAND SIZE
XXL
450SQM

LOCATION
BERLIN

FREQUENCY
BIANNUAL

OBJECTIVES
SALES LEADS

OBJECTIVES
BRAND

ENGAGEMENT
4D
EXPERIENCE

PANDROL

STAFF STAND TRAINING

UNLEASH YOUR TEAM'S POTENTIAL

The biggest factor influencing your exhibiting ROI is the performance of your team. Typically exhibiting will be an infrequent activity that requires them to operate and sell very differently.

Our bespoke training workshops are designed to equip your team with the necessary mindset, confidence, skills and techniques to deliver maximum ROI.

Each session is tailored to the unique demands of your market and sales process, including pre-session interviews with your team members to ensure alignment and relevance. What sets our training apart is its foundation in our own exhibiting experiences. Every aspect of our training is derived from direct, hands-on experience at marketing events, ensuring that your team benefits from proven strategies and real-world insights.

> NIMLOK ARE THE GOLD STANDARD IN TRAINING, A VERY STRUCTURED SESSION & HIGHLY RECOMMENDED

CREDENTIALLY

> ONE OF THE BEST TRAINING SESSIONS I'VE ATTENDED

OLYMPUS

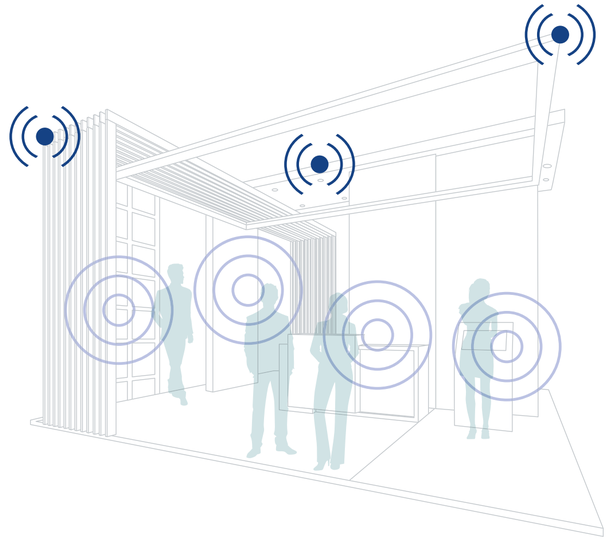
ON-STAND ANALYTICS

MEASURE & UNDERSTAND YOUR EXHIBITING PERFORMANCE

Nimlok's clever analytics technology adds another valuable tool to assess exhibiting ROI by capturing visitor flow data.

Our discreet sensors provide insight that will enable you to...

- Review your stand layout with additional insight from heat mapping.
- Measure visitor's overall brand time.
- Use visitor count data and dwell time analysis as part of your ROI business case to stakeholders.
- Refine future plans for product placement, stand location, activity times and more with advanced insights.
- Benchmark and compare shows from previous years.



DETECT
Passively detect the mobile signals of visitors and passers-by.

MEASURE
Measure visitor volume and time spent on stand as part of your ROI calculation.

HEATMAPS
Review stand activity, guiding future product, team and feature positioning.

PORTAL
Portal access to enable easy data analysis in real-time or post-event.

ENGAGING INTERIOR SPACES

DELIVERING MEMORABLE, IMMERSIVE EXPERIENCES DOESN'T STOP AT EXHIBITIONS

Make a great first impression with an engaging, interactive customer experience centre, showroom or reception area.

Nimlok's vast experience in creating lasting first impressions is called upon by many of our customers to transform their visitor's experience within reception areas, showrooms, customer experience centres and more!

As experts in conveying brands through engaging design, architecture, ergonomics and content, we can transform your interior spaces with custom-made furniture, graphics and content.

We create bespoke spaces that are both functional and visually appealing through the following services:

- Design concept and visualisation.
- Technical site survey.
- Furniture and decor suggestions.
- High-quality in-house fabrication and printing.
- Installation overseen by your dedicated project manager.
- Engagement tools and content that will have your guests enthralled as they explore and learn.

> "NIMLOK TOOK THE TIME TO DEVELOP THE BRIEF FOR OUR SHOWROOM AND DESIGNED AN EXCITING, INSPIRATIONAL SPACE WHICH WE'RE PROUD TO INTRODUCE TO OUR CLIENTS"
>
> **AMERICK PACKAGING**

REDUCING OUR CARBON FOOTPRINT

For many years, Nimlok has championed the REDUCE, REUSE, RECYCLE philosophy through our bespoke hire formula, delivering stands that help you to reduce the environmental impact of your exhibiting activity.

We pride ourselves on being at the forefront of positive environmental initiatives, many of which reduce our carbon footprint and that of our client's projects through our environmentally friendly approach. Beyond our bespoke hire formula, here are just some of the many other investments and initiatives that support our environmental goals.

- Biomass heating system which heats our facility from scrap wood waste.
- Low-energy smart lighting and water systems throughout our facility.
- Recycling of floor coverings and aluminium.
- Plastic/bubble wrap elimination through a bespoke box making machine which uses recycled cardboard.
- Solvent free and low energy printing of re-usable graphics.
- Global resources and teams which reduce crew and stand travel miles.
- Team focus and engagement with industry environmental initiatives.

WE HAVE INVESTED HEAVILY IN REDUCING THE ENVIRONMENTAL IMPACT OF OUR EVERYDAY PROCESSES

MAXIMUM IMPACT, MINIMAL HASSLE

PORTABLE EXHIBITION DISPLAYS

Nimlok Portables provides an extensive range of high quality cost effective carry-in display products for small events, hospitality branding, in-store promotion and temporary signage.

Our extensive range includes:

POP-UP STANDS
Curved and straight options provide a smart lightweight display with the ability to change individual panels or the whole set. Our Pop-Up displays are packed into a durable wheeled case that can also be converted into a counter.

PORTABLE FABRIC DISPLAYS
Our portable fabric displays are lightweight, durable, portable and create a completely seamless display.

BANNERS & FLAGS
Our range of banners and flags are suitable for indoor and outdoor use, and provide quick and easy branding for any occasion, from a conference to a golf day.

BUY ONLINE NOW OR CALL OUR TEAM ON **0800 028 2008**

FIND OUT MORE

NIMLOK.CO.UK

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WE DON'T JUST DESIGN & BUILD STANDS, WE DELIVER **ENGAGING EXHIBITION STANDS** WITH CONTENT THAT DRIVES INTERACTIONS & RESULTS

Ready to take your exhibition to the next level?
Call our friendly team on

0808 252 5451

nimlok.co.uk

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